

## CONTRACT



**WOIO**  
1717 East 12th Street  
Cleveland, OH 44114  
(216) 771-1943

<b>Contract / Revision</b> 839733 /		<b>Alt Order #</b>
<b>Product</b> OH US SEN JOSH MANDEL OCT 24-OCT 30		
<b>Contract Dates</b> 10/24/12 - 11/05/12		<b>Estimate #</b> 3053
<b>Advertiser</b> Mandel, J/US Senate/R		<b>Original Date / Revision</b> 10/23/12 / 10/26/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WOIO	<b>Account Executive</b> House WOIO/WUAB	<b>Sales Office</b> Cleveland Local
<b>Special Handling</b> Cash In Advance		
<b>Demographic</b> Adults 35+		
<b>IDB#</b>	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

And:

**Strategic Media Placement.**  
7669 Stagers Loop  
Delaware, OH 43015

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WOIO	10/24/12	10/26/12	Action News at 6a	6-7a		:30			NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	--WTF--				3	\$150.00			
N 2	WOIO	10/29/12	10/30/12	Action News at 6a	6-7a		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	MT-----				2	\$150.00			
N 3	WOIO	10/24/12	10/25/12	The Early Show	7-9a		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	--WT---				2	\$100.00			
N 4	WOIO	10/27/12	10/27/12	Sat Early Show	9-11a		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	-----S-				1	\$125.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WOIO	10/22/12-10/28/12	Sat Early Show	9-11a	-----Sa--	:30		<del>\$125.00</del>	NM		
				Credited								
N 5	WOIO	10/28/12	10/28/12	CBS Sunday Morning	9-1030a		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	-----S				1	\$2,000.00			
N 6	WOIO	10/28/12	10/28/12	Face the Nation	1030-11a		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	-----S				1	\$3,000.00			
N 7	WOIO	10/24/12	10/26/12	Action News at Noon	12-1230p		:30			NM	3	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	--WTF--				3	\$475.00			
N 8	WOIO	10/29/12	10/30/12	Action News at Noon	12-1230p		:30			NM	2	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	MT-----				2	\$475.00			
N 9	WOIO	10/24/12	10/26/12	Action News at 5p	5-6p		:30			NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	--WTF--				3	\$1,500.00			
N 10	WOIO	10/29/12	10/30/12	Action News at 5p	5-6p		:30			NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	MT-----				2	\$1,500.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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**WOIO**  
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**Cleveland, OH 44114**  
**(216) 771-1943**

<u>Contract / Revision</u>	<u>Alt Order #</u>
839733 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/24/12 - 11/05/12	OH US SEN JOSH MANDEL	3053

<u>Advertiser</u>	<u>Original Date / Revision</u>
Mandel, J/US Senate/R	10/23/12 / 10/26/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
N 11	WOIO	10/24/12	10/26/12	Action News at 6p	6-630p		:30			NM	3	\$7,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 10/22/12 10/28/12 --WTF-- 3 \$2,500.00												
N 12	WOIO	10/29/12	10/30/12	Action News at 6p	6-630p		:30			NM	2	\$5,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 10/29/12 11/04/12 MT----- 2 \$2,500.00												
N 13	WOIO	10/24/12	10/25/12	M-F 7-730p	7-730p		:30			NM	2	\$9,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 10/22/12 10/28/12 --WT--- 2 \$4,500.00												
N 14	WOIO	10/29/12	10/30/12	M-F 7-730p	7-730p		:30			NM	2	\$9,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 10/29/12 11/04/12 MT----- 2 \$4,500.00												
N 15	WOIO	10/26/12	10/28/12	M-F 730-8p	730-8p		:30			NM	1	\$5,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 10/22/12 10/28/12 ----F-- 1 \$5,000.00												
N 16	WOIO	10/24/12	10/26/12	Action News at 11p	11-1135p		:30			NM	3	\$9,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 10/22/12 10/28/12 --WTF-- 3 \$3,000.00												
N 17	WOIO	10/29/12	10/30/12	Action News at 11p	11-1135p		:30			NM	2	\$6,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 10/29/12 11/04/12 MT----- 2 \$3,000.00												
N 18	WOIO	10/27/12	10/27/12	Lt Sa Action News at 11p	11p-2a		:30			NM	1	\$700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 10/22/12 10/28/12 -----S- 1 \$700.00												
N 19	WOIO	10/28/12	10/28/12	Lt Su Action News at 11p	11p-2a		:30			NM	1	\$700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 10/22/12 10/28/12 -----S 1 \$700.00												
N 20	WOIO	10/28/12	10/28/12	Sun Hour 1	7-830p		:30			NM	1	\$3,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 10/22/12 10/28/12 -----S 1 \$3,500.00												
N 21	WOIO	10/28/12	10/28/12	Browns Football	12-8p		:30			NM	1	\$40,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 10/22/12 10/28/12 -----S 1 \$40,000.00												
N 22	WOIO	10/29/12	11/02/12	Action News at 4p	4-5p		:30			NM	5	\$2,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 10/29/12 11/04/12 MTWTF-- 5 \$500.00												
N 23	WOIO	11/05/12	11/05/12	Action News at 4p	4-5p		:30			NM	1	\$500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 11/05/12 11/11/12 M----- 1 \$500.00												
N 24	WOIO	10/29/12	11/02/12	Action News at Noon	12-1230p		:30			NM	3	\$900.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 10/29/12 11/04/12 MTWTF-- 3 \$300.00												
N 25	WOIO	11/03/12	11/03/12	SA Action News at 7p	7-8p		:30			NM	1	\$125.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 10/29/12 11/04/12 -----S- 1 \$125.00												
N 26	WOIO	11/03/12	11/03/12	NCAA Football Reg Prime	757-11p		:30			NM	1	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 10/29/12 11/04/12 -----S- 1 \$1,500.00												
<b>Totals</b>											<b>49</b>	<b>\$116,750.00</b>

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Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	26	\$86,975.00	\$73,928.75
10/29/12 - 11/05/12	23	\$29,775.00	\$25,308.75
<b>Totals</b>	<b>49</b>	<b>\$116,750.00</b>	<b>\$99,237.50</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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